10 January 2014

LLOYDS BANKING GROUP PLC ("GROUP") - NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES ("PDMRs") IN ORDINARY SHARES OF THE GROUP OF 10 PENCE EACH ("SHARES")

On 10 January 2014 the Group was notified by its registrar that on 9 January 2014 the following Shares were acquired for the under-mentioned PDMRs by Equiniti Corporate Nominees Limited AESOP 1 account at 84.70 pence per Share, under the Lloyds Banking Group Share Incentive Plan:

Name of PDMR	Partnership Shares	Matching Shares
António Horta-Osório	147	35
George Culmer	147	35
Toby Strauss	148	35

This disclosure is made pursuant to the Financial Conduct Authority's Disclosure and Transparency Rule 3.1.4. The transactions took place in the UK and the Shares are listed on the London Stock Exchange.